CONTRACT



Journal Broadcast Group 720 E Capitol Dr Milwaukee, WI 53212-1308 (414)332-9611

www.todaystmj4.com

And:

Crossroads Media LLC 1240 North Pitt Street Suite 300 Alexandria, VA 22314

	Contract / Rev	vision		Alt Order #	
	360373	/		06860612	
Product					
Crossroads GPS					
Contract Dates	Estimate #				
10/16/12 - 10/22/12	1078				
Advertiser			Ori	ginal Date	/ Revision
Crossroads GPS			1	0/02/12	/ 10/03/12
	Billing Cycle	Billing	Cale	endar	Cash/Trade
	EOM/EOC	Broado	cast		Cash
	Station	Account Executive		xecutive	Sales Office
	WTMJ	Anjane	ette l	Brady	Petry-Philadelph
	Special Handl	ling			
	Demographic				
	Households				
	IDB#	Adverti	iser	Code	Product Code
		12			11
	Agency Ref			Advertiser	Ref

Spots/

			Spots/			
*Line Ch Start Date End Date	e Description	Start/End Time	Days Length Week	Rate Typ	e Spots	Amount
N 1 WTMJ 10/16/12 10/16/12 Start Date End Date V Week: 10/15/12 10/21/12	Noon News Rotation Neekdays T 1	12n-1p <u>Rate</u> \$300.00	:30	NIV	1	\$300.00
	Noon News Rotation Neekdays - W Spots/Week	12n-1p <u>Rate</u> \$300.00	:30	NM	1	\$300.00
	Noon News Rotation WeekdaysT Spots/Week	12n-1p <u>Rate</u> \$300.00	:30	NM	1	\$300.00
	Noon News Rotation Neekdays Spots/Week F 1	12n-1p <u>Rate</u> \$300.00	:30	NM	1	\$300.00
	Noon News Rotation Weekdays Spots/Week I 1	12n-1p <u>Rate</u> \$300.00	:30	NM	1	\$300.00
Start Date End Date V	Live at Daybreak-Sun. 8a-9a Weekdays Spots/Week 1	8am-9am <u>Rate</u> \$350.00	:30	NM	1	\$350.00
	Live at 4:30 News Weekdays T 1	430p-5p <u>Rate</u> \$500.00	:30	NM	1	\$500.00
	Live at 4:30 News Neekdays - W Spots/Week	430p-5p <u>Rate</u> \$500.00	:30	NM	1	\$500.00
	Live at 4:30 News Neekdays Spots/Week 1	430p-5p <u>Rate</u> \$500.00	:30	NM	1	\$500.00
N 10 WTMJ 10/19/12 10/19/12 Start Date End Date V 10/15/12 10/21/12	Live at 4:30 News Neekdays Spots/Week 1	430p-5p <u>Rate</u> \$500.00	:30	NM	1	\$500.00
N 11 WTMJ 10/22/12 10/22/12 Start Date End Date V 10/22/12 Week: 10/22/12 10/28/12 N	Live at 4:30 News Neekdays Spots/Week 1	430p-5p <u>Rate</u> \$500.00	:30	NM	1	\$500.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Contract Agreement Between: Print Date 10/04/12 Page 2 of 5



Journal Broadcast Group 720 E Capitol Dr Milwaukee, WI 53212-1308 (414)332-9611

Contract / Revision Alt Order # 360373 06860612 Contract Dates Product Estimate # 10/16/12 - 10/22/12 Crossroads GPS 1078 Original Date / Revision Advertiser

www.todaystmj4.com	-	Advertiser	Original Da	ate / Revis	
	L	Crossroads GPS	10/02/12	. / 10/	03/12
*Line Ch Start Date End Date Description	Start/End Tin	Spots/ ne Days Length Week Rate	TypeS	Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate				
N 12 WTMJ 10/21/12 10/21/12 Today Show Sunday	7a-8a	:30	NM	1	\$400.00
Start Date Week:End Date 10/15/12Weekdays 10/21/12Spots/Week 	Rate \$400.00				
N 13 WTMJ 10/16/12 10/16/12 Live at 3:00 News	3p-4p	:30	NM	1	\$200.00
Start Date Week:End Date 10/15/12Weekdays -TSpots/Week1	Rate \$200.00				
N 14 WTMJ 10/17/12 10/17/12 Live at 3:00 News	3p-4p	:30	NM	1	\$200.00
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 W 1	<u>Rate</u> \$200.00				
N 15 WTMJ 10/18/12 10/18/12 Live at 3:00 News	3p-4p	:30	NM	1	\$200.00
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 T 1	<u>Rate</u> \$200.00				
N 16 WTMJ 10/19/12 10/19/12 Live at 3:00 News	3p-4p	:30	NM	1	\$200.00
Start Date Week: 10/15/12End Date 10/21/12Weekdays FSpots/Week 1	<u>Rate</u> \$200.00				
N 17 WTMJ 10/22/12 10/22/12 Live at 3:00 News	3p-4p	:30	NM	1	\$200.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 M 1	Rate \$200.00				
N 18 WTMJ 10/16/12 10/16/12 Live at 4:00 News	4p-430p	:30	NM	1	\$450.00
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 -T 1	<u>Rate</u> \$450.00				
N 19 WTMJ 10/17/12 10/17/12 Live at 4:00 News	4p-430p	:30	NM	1	\$450.00
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 W 1	<u>Rate</u> \$450.00				
N 20 WTMJ 10/18/12 10/18/12 Live at 4:00 News	4p-430p	:30	NM	1	\$450.00
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 T 1	<u>Rate</u> \$450.00				
N 21 WTMJ 10/19/12 10/19/12 Live at 4:00 News	4p-430p	:30	NM	1	\$450.00
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 F 1	<u>Rate</u> \$450.00				
N 22 WTMJ 10/22/12 10/22/12 Live at 4:00 News	4p-430p	:30	NM	1	\$450.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 M 1	<u>Rate</u> \$450.00				
N 23 WTMJ 10/16/12 10/16/12 Today Show M-F	7a-9a	:30	NM	1	\$500.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u> \$500.00		I		
Week: 10/15/12 10/21/12 -T 1 N 24 WTMJ 10/17/12 10/17/12 Today Show M-F	7a-9a	:30	NM	1	\$500.00
Start Date End Date Weekdays Spots/Week	Rate	.50	14141	•	ψοσο.σσ
Week: 10/15/12 10/21/12 W 1	\$500.00				
N 25 WTMJ 10/18/12 10/18/12 Today Show M-F Start Date End Date Weekdays Spots/Week	7a-9a Rate	:30	NM	1	\$500.00
Week: 10/15/12 10/21/12T 1	\$500.00				
N 26 WTMJ 10/19/12 10/19/12 Today Show M-F	7a-9a	:30	NM	1	\$500.00
Start Date Week: 10/15/12End Date 10/21/12Weekdays FSpots/Week 1	<u>Rate</u> \$500.00				
N 27 WTMJ 10/22/12 10/22/12 Today Show M-F	7a-9a	:30	NM	1	\$500.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 M 1 1	Rate \$500.00				
N 28 WTMJ 10/21/12 10/21/12 Meet the Press	9am-10am	:30	NM	1	\$600.00

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Contract Agreement Between: Print Date 10/04/12 Page 3 of 5



Journal Broadcast Group 720 E Capitol Dr Milwaukee, WI 53212-1308 (414)332-9611

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 Contract / Revision
 Alt Order #

 360373 /
 06860612

 Contract Dates
 Product
 Estimate #

 10/16/12 - 10/22/12
 Crossroads GPS
 1078

10/16	6/12 - 10/22	2/12	Crossroad	ds GPS		1078			
Adve	rtiser				Origin	nal Date	e / R	evision	
Cros	sroads GF	PS			10/	02/12	/	10/03/12	2
ime	Dave	Length \	Spots/	Pate	т.	vne Sn	ote	۸	mount

*Line Ch Start Date End Date Description	Start/End Time	Spots/	Typo Spots	Amount
*Line Ch Start Date End Date Description Start Date End Date Weekdays Spots/Week	Rate	Days Length Week Rate	Type Spots	Amount
Week: 10/15/12 10/21/12S 1	\$600.00		i	
N 29 WTMJ 10/16/12 10/16/12 Live at Daybreak-Early	5a-6a	:30	NM 1	\$300.00
Week: 10/15/12 End Date Weekdays Spots/Week	<u>Rate</u> \$300.00			
N 30 WTMJ 10/17/12 10/17/12 Live at Daybreak-Early	5a-6a	:30	NM 1	\$300.00
Start Date End Date Weekdays Spots/Week	Rate	.00		φοσσ.σσ
Week: 10/15/12 10/21/12 W 1	\$300.00			
N 31 WTMJ 10/18/12 10/18/12 Live at Daybreak-Early Start Date End Date Weekdays Spots/Week	5a-6a	:30	NM 1	\$300.00
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 T 1	<u>Rate</u> \$300.00			
N 32 WTMJ 10/19/12 10/19/12 Live at Daybreak-Early	5a-6a	:30	NM 1	\$300.00
Week: 10/15/12 End Date Weekdays Spots/Week	<u>Rate</u> \$300.00			
	5a-6a	:30	NIM 1	¢200.00
N 33 WTMJ 10/22/12 10/22/12 Live at Daybreak-Early Start Date End Date Weekdays Spots/Week	Rate	.30	NM 1	\$300.00
Week: 10/22/12 10/28/12 M 1	\$300.00			
N 34 WTMJ 10/16/12 10/16/12 Live at 5 News	5p-530p	:30	NM 1	\$1,000.00
Week: 10/15/12 End Date Weekdays Spots/Week	<u>Rate</u> \$1,000.00			
N 35 WTMJ 10/17/12 10/17/12 Live at 5 News	5p-530p	:30	NM 1	\$1,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		İ	
Week: 10/15/12 10/21/12 W 1	\$1,000.00		ND4	#4 000 00
N 36 WTMJ 10/18/12 10/18/12 Live at 5 News Start Date End Date Weekdays Spots/Week	5p-530p Rate	:30	NM 1	\$1,000.00
Week: 10/15/12 10/21/12 T 1	\$1,000.00			
N 37 WTMJ 10/19/12 10/19/12 Live at 5 News	5p-530p	:30	NM 1	\$1,000.00
Week: 10/15/12 End Date Weekdays Spots/Week	<u>Rate</u> \$1,000.00			
N 38 WTMJ 10/22/12 10/22/12 Live at 5 News	5p-530p	:30	NM 1	\$1,000.00
Start Date	Rate			4 1,000100
Week: 10/22/12 10/28/12 M 1	\$1,000.00			
N 39 WTMJ 10/16/12 10/16/12 Access Hollywood Start Date End Date Weekdays Spots/Week	630p-7p Rate	:30	NM 1	\$500.00
Week: 10/15/12	\$500.00			
N 40 WTMJ 10/17/12 10/17/12 Access Hollywood	630p-7p	:30	NM 1	\$500.00
Week: 10/15/12 End Date Weekdays Spots/Week	<u>Rate</u> \$500.00			
N 41 WTMJ 10/18/12 10/18/12 Access Hollywood	630p-7p	:30	NM 1	\$500.00
Start Date End Date Weekdays Spots/Week	Rate	.00		φοσο.σσ
Week: 10/15/12 10/21/12 T 1	\$500.00			
N 42 WTMJ 10/19/12 10/19/12 Access Hollywood Start Date End Date Weekdays Spots/Week	630p-7p Rate	:30	NM 1	\$500.00
Week: 10/15/12	\$500.00			
N 43 WTMJ 10/22/12 10/22/12 Access Hollywood	630p-7p	:30	NM 1	\$500.00
Week: 10/22/12 End Date Weekdays Spots/Week 10/28/12 M 1	<u>Rate</u> \$500.00			
N 44 WTMJ 10/16/12 10/16/12 Tonight Show	1035p-1137p	:30	NM 1	\$750.00
Start Date End Date Weekdays Spots/Week	Rate	.00	NIVI	Ψ1 30.00
Week: 10/15/12 10/21/12 -T 1	\$750.00			

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Contract Agreement Between: Print Date 10/04/12 Page 4 of 5



Journal Broadcast Group 720 E Capitol Dr Milwaukee, WI 53212-1308 (414)332-9611

www.todaystmj4.com

Contract / Revision Alt Order # 360373 06860612 Contract Dates Product Estimate # 10/16/12 - 10/22/12 Crossroads GPS 1078

Advertiser	Original Date / Revision
Crossroads GPS	10/02/12 / 10/03/12

		Spots/	L		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Ra	te TypeS	pots	Amount
N 45 WTMJ 10/17/12 10/17/12 Tonight Show Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 - W 1	1035p-1137p <u>Rate</u> \$750.00	:30	NM	1	\$750.00
N 46 WTMJ 10/18/12 10/18/12 Tonight Show Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 T 1	1035p-1137p <u>Rate</u> \$750.00	:30	NM	1	\$750.00
N 47 WTMJ 10/19/12 10/19/12 Tonight Show Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 F 1	1035p-1137p <u>Rate</u> \$750.00	:30	NM	1	\$750.00
N 48 WTMJ 10/22/12 10/22/12 Tonight Show Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 M 1	1035p-1137p <u>Rate</u> \$750.00	:30	NM	1	\$750.00
N 49 WTMJ 10/16/12 10/16/12 Late Night w/Jimmy Fallon Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 -T 1	1137p-1236a <u>Rate</u> \$350.00	:30	NM	1	\$350.00
N 50 WTMJ 10/17/12 10/17/12 Late Night w/Jimmy Fallon Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 - W 1	1137p-1236a <u>Rate</u> \$350.00	:30	NM	1	\$350.00
N 51 WTMJ 10/18/12 10/18/12 Late Night w/Jimmy Fallon Start Date End Date Weekdays Spots/Week T 1	1137p-1236a <u>Rate</u> \$350.00	:30	NM	1	\$350.00
N 52 WTMJ 10/19/12 10/19/12 Late Night w/Jimmy Fallon Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 F 1	1137p-1236a <u>Rate</u> \$350.00	:30	NM	1	\$350.00
N 53 WTMJ 10/22/12 10/22/12 Late Night w/Jimmy Fallon Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 W 1	1137p-1236a <u>Rate</u> \$350.00	:30	NM	1	\$350.00
N 54 WTMJ 10/20/12 10/20/12 Saturday Night Live Week: Start Date 10/15/12 End Date 10/21/12 Weekdays 2 S- Spots/Week	1030p-1205a <u>Rate</u> \$1,000.00	:30	NM	1	\$1,000.00
N 55 WTMJ 10/16/12 10/16/12 Live at Daybreak Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 -T 1	6a-7a <u>Rate</u> \$700.00	:30	NM	1	\$700.00
N 56 WTMJ 10/17/12 10/17/12 Live at Daybreak Start Date End Date Weekdays Spots/Week 10/15/12 10/21/12 - W 1	6a-7a <u>Rate</u> \$700.00	:30	NM	1	\$700.00
N 57 WTMJ 10/18/12 10/18/12 Live at Daybreak Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 T 1	6a-7a <u>Rate</u> \$700.00	:30	NM	1	\$700.00
N 58 WTMJ 10/19/12 10/19/12 Live at Daybreak Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 F 1	6a-7a <u>Rate</u> \$700.00	:30	NM	1	\$700.00
N 59 WTMJ 10/22/12 10/22/12 Live at Daybreak Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 M 1	6a-7a <u>Rate</u> \$700.00	:30	NM	1	\$700.00
N 60 WTMJ 10/16/12 10/16/12 Live at 6 News Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 -T 1	6-630p <u>Rate</u> \$1,100.00	:30	NM	1	\$1,100.00
N 61 WTMJ 10/17/12 10/17/12 Live at 6 News Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 - W 1	6-630p <u>Rate</u> \$1,100.00	:30	NM	1	\$1,100.00

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Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until notwinstanding to whom bits are rendered, advertiser, agency and service, pointly and severally, shall remain obligated to pay to station from amount of any bits rendered by station. Playmont by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. Journal Broadcast Group and its stations do not discriminate in advertising contracts on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing advertising time from Journal Broadcast Group or its stations that is intended to discriminate on the basis of race or ethnicity.

Contract Agreement Between: Print Date 10/04/12 Page 5 of 5

Crossroads GPS



Journal Broadcast Group 720 E Capitol Dr Milwaukee, WI 53212-1308 (414)332-9611

www.todaystmj4.com

	Contract / Revision	Alt Order #
	360373 /	06860612
Contract Dates	Product	Estimate #
10/16/12 - 10/22/12	Crossroads GPS	1078
Advertiser	ļ.	Original Date / Revision

10/02/12 / 10/03/12

		Spots/	- 0	
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week N 62 WTMJ 10/18/12 10/18/12 Live at 6 News	Rate 6-630p	:30	NM 1	\$1,100.00
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 T 1	Rate \$1,100.00			
N 63 WTMJ 10/19/12 10/19/12 Live at 6 News Start Date Week: End Date 10/21/12 Weekdays Spots/Week Spots/Week	6-630p <u>Rate</u> \$1,100.00	:30	NM 1	\$1,100.00
N 64 WTMJ 10/22/12 10/22/12 Live at 6 News Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 M 1	6-630p <u>Rate</u> \$1,100.00	:30	NM 1	\$1,100.00
N 65 WTMJ 10/21/12	10:30-11:05pm <u>Rate</u> \$1,800.00	:30	NM 1	\$1,800.00
N 66 WTMJ 10/20/12 10/20/12 Live at 10pm Saturday Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 S- 1	10p-1030p <u>Rate</u> \$1,800.00	:30	NM 1	\$1,800.00
N 67 WTMJ 10/16/12 10/16/12 Live at 10pm M-F Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 -T 1	10p-1035p <u>Rate</u> \$1,800.00	:30	NM 1	\$1,800.00
N 68 WTMJ 10/17/12 10/17/12 Live at 10pm M-F Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 W 1	10p-1035p <u>Rate</u> \$1,800.00	:30	NM 1	\$1,800.00
N 69 WTMJ 10/18/12 10/18/12 Live at 10pm M-F Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 T 1	10p-1035p <u>Rate</u> \$1,800.00	:30	NM 1	\$1,800.00
N 70 WTMJ 10/19/12 10/19/12 Live at 10pm M-F Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12F 1	10p-1035p <u>Rate</u> \$1,800.00	:30	NM 1	\$1,800.00
N 71 WTMJ 10/22/12 10/22/12 Live at 10pm M-F Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 M 1	10p-1035p <u>Rate</u> \$1,800.00	:30	NM 1	\$1,800.00
N 72 WTMJ 10/21/12 10/21/12 NFL Sunday Night Football Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1	7:15pm-10:30pm <u>Rate</u> \$8,000.00	:30	NM 1	\$8,000.00
		Totals	72	\$56,200.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/22/12	72	\$56,200.00	\$47,770.00
Totals	72	\$56,200,00	\$47,770.00

Signature:	Date:	